cc: 163605
163606

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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April 3, 1996

#1622 / K. L. Myers
#1636 / D. Keeney
#1638 / R. Ridge

Residual Doral B1G1F

Dear Managers:

As discussed, your assistance is requested in selling residual *Doral B1G1F* product. Attached (Excel spreadsheet) for your convenience is a listing of Retail Partners accounts whom are serviced by direct accounts that will receive residual cases. Also attached is a Doral prebook form for your use. You will be copied on letters sent to directs for all pertinent details.

Utilize the attached retail listing as a guide to target stores for residual amounts. My suggestion would be to allocate to your Sales Reps based upon case quantities so you don't oversell. There should be enough lead time to pre-sell, so when product hits directs, it is moved through to retail.

Should you have any questions, please contact me.

Sincerely,

Stephen

S. R. MacLeod
Regional Operations Manager
SRM/jc
cc: J. Campbell
S. Callaghan
H. Battle (w/out Attach's)
S. Manos / #1140 (w/out Attach's)
R. Burrows / #1244 (w/out Attach's)

51860 6181

Source: https://www.industrydocuments.ucsf.edu/docs/fsdn0000

Doral B1G1F

Product will be ordered to arrive at direct accounts May 6, 1996.

Direct Account	SIS #	Doral Lt Kg	Doral Lt 100
N. J. Dressler / Klein	162800	11	12
M. Wittner	711150	11	11
Manchester Tobacco	396640	10	12

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DORAL B1G1F

RETAIL ORDER

DATE _____ DIRECT ACCOUNT _____

RETAIL ACCOUNT NAME _____ SIS # _____

STREET _____

CITY _____ STATE _____ ZIP _____

DELIVERY DATE: _____

PLEASE ENSURE DELIVERY OF THE FOLLOWING QUANTITY OF CIGARETTES TO MY STORE:

# OF CARTONS	DORAL BRAND NAME	Warehouse Item No.
_____	LIGHT KING	_____
_____	LIGHT 100	_____

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SPECIAL INSTRUCTIONS: _____

_____

_____

_____ _____

PURCHASER *RJR* REPRESENTATIVE

51860 6183

Source: https://www.industrydocuments.ucsf.edu/docs/fsdn0000